

Email Marketing Strategies Worksheet

This is the worksheet for December's seminar, which you can find in audio and transcript forms at: www.writershuddle.com/seminars/dec2012

Key Points from the Seminar

Email marketing is a very powerful strategy because it allows you direct access into people's email inboxes. You can be more personal with email than with blog posts.

Starting to Build Your List

Don't buy a list: create your own from scratch. Good services to use are Aweber and MailChimp.

You need to give people a reason to subscribe. That could be a clear promise about the content you'll send them, or it could be a special bonus like a short ebook, or an audio or video recording.

Formatting Your Emails

You can use plain text, an HTML template, or "HTML Lite" (similar to plain text, but with some bold and italics).

Don't get hung up on formatting – the key thing is that you get your emails out there. Text or HTML Lite are simple for both you and readers.

Sending out Blog Posts

If you're sending a blog post by email, try writing a personal message (e.g. about why you wrote the post) and then giving the link to the full thing. That way, you'll get more comments and tweets than if you included the whole post in the email.

Running Special Promotions

If you're promoting your book (or ebook, ecourse, etc) it's generally best to have a short summary in the email to engage interest. Link to your sales page so that readers can get full details.

Frequency of Emails

Emailing one to three times per week is a good rule of thumb. Be aware of how much you can produce – if you can't create three high-quality emails / blog posts per week, just do one.

Getting People to Open Your Emails

Good subject lines are similar to good blog post headlines – they need to get people curious enough to open the email. Think about what makes *you* open emails – and examine your stats in Aweber / MailChimp to see which subject lines are getting a higher open rate.

Exercises

Subscribe to at least three email lists in your niche. As you receive emails from these, pay attention to what makes you open them, and what keeps you reading. Think about what you *don't* like, too.

Use what you learn to plan how your email newsletter will work. For instance, do you want to email weekly, twice weekly, or monthly? Will you send out links to your blog posts, or exclusive newsletter content?

Links / Resources

[Wake Up Cloud](#) – Henri's blog. Subscribe to his list (top right) to see his email marketing in action!

[Aweber](#) and [MailChimp](#) – Two email marketing services

[Seth Leonard's materials for Writers' Huddle](#) – password is *huddle*. These videos cover both Aweber and MailChimp.